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1957

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# Floton's

HYBRIDIZERS ★ GROWERS

*Improved and Exclusive Varieties*

HIBISCUS - CROTONS - IXORAS

ANTON KUHN, Owner

104th St. at N. W. 25th Ave.

MIAMI 47, FLA. PHONE MU 8-6418

*Member of*

Miami-Dade Co. Chamber of Commerce

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1957

# FLOTON'S

## GROWERS AND HYBRIDIZERS

2477 N.W. 104th St. (Enter by 103rd St.)

Phone MU 8-6418

Miami 47, Florida

Known everywhere for finest  
HIBISCUS, RARE IXORAS, and FANCY  
COLORFUL CROTONS.

## 1957 Descriptive Price List

SHIPMENTS TO ALL PARTS OF THE WORLD  
*THIS NEW LIST VOIDS  
ALL PREVIOUS LISTS*

Dear Friends:

Again we take pleasure in sending you our descriptive price list.

**PLEASE READ CAREFULLY TO SAVE MONEY  
AND UNNECESSARY ERRORS.**

**FOREIGN COUNTRIES**, (Except Bahamas and Aruba). When a U. S. A. Health Certificate is required a charge of \$5.00 is made for each shipment. If a Consular Visa is necessary, an additional charge of \$5.00 is made in order to cover expenses.

Order in quantities of four, six, twelve or 20 plants; such a **PACKAGE DEAL** results in generous savings. On **one order** you may mix any combination of plants of any variety or price; minimum order shipped, **FOUR PLANTS**.

### OUR ATTRACTIVE PACKAGE DEAL

SAVING on any 4 Plants .....	.50
SAVING on any 6 Plants .....	\$1.00
SAVING on any 12 Plants .....	\$2.00
SAVING on 20 or more plants (alike or mixed) .....	20% discount

### Shipping

Unless otherwise advised, shipments will be made via Railway Express. Charges collect.

### IMPORTANT:

Upon receipt of plants, avoid subjecting them to direct rays of the sun for several days; gradually accustom them to full sunlight. A **SLIGHTLY ACID SOIL** is best for HIBISCUS, CROTONS and IXORAS. If you are in doubt as to your soil-condition, consult your County Agricultural Agent.



## HIBISCUS

As usual, for the coming season we will release for shipment some very striking **NEW VARIETIES** of Hibiscus! Some of the **MOST GORGEOUS** you've ever seen! As everyone knows, we've had many fine ones in the past, but some of them have had to be eliminated to make room for the New Varieties. The choicest of the older types have been retained—the list has been narrowed to those we consider the **ONE BEST** in each class—single, semi-double or double—judgment based upon striking color, shape of bloom, and desirable plant characteristics. **HIBISCUS** like plenty of sunlight. While they will grow in 50% shade, they bloom best in full sun.

### HYBRID HIBISCUS In Gallon Cans

**\$1.75 Each, F.O.B. Nursery**

**McCONNELL'S ORCHID WHITE.** Its name aptly describes its color. A Semi-Double with the unusual orchid-type shape. A prolific bloomer.

**HENDRY'S MRS. JAMES HENDRY.** A prize-winning Double bloom of Canary Yellow with White center. One of the few hibiscus that's slightly fragrant and lasts **TWO DAYS**. Very useful in flower arrangements.

**FLOTON'S MIRAGE.** An outstanding Semi-Double in delicate Apple Blossom shades. Its loveliness has won blue ribbons and endeared it to many owners.

**McGEE'S CLEOPATRA.** This beautiful charmer with its six to seven inch Single blooms of solid Tyrian Purple will surely captivate you. Well over-lapped and **NON-FADING**.

**HUGHES' DAZZLER.** The Hibiscus without an imitator; A seven-inch flat Single of Copper Rust with distinctive Creamy splashes, this up-standing, ruffled, over-lapped flower grows on a fast growing bush; it's positively outstanding.

**FLOTON'S EXOTIC.** The bloom is dawn pink, overlapped and has large pinwheel center of darkest red, excellent bloomer, stays open throughout the evening.

**FLOTON'S FANTASTIC.** Only nature, the greatest artist of them all, could create this new color gift to the flower world. It is an overlapped Single bloom. The color is **BRONZE**, having a distinct **CARDINAL RED** center. Veins of the Same Color spread 1/3 along the petals, perfecting the color scheme. Plenty of flowers on a wonderful bush make its possession imperative for the connoisseur.



## HIBISCUS—Continued

**FLOTON'S BREATHLESS.** A large multi-colored Double bloom with Salmon petals shading into a Rose Pink center, around which are five distinct inlaid rosettes of light EMPIRE YELLOW. A fast growing plant with good foliage.

**FLOTON'S ROSEMARY CLOONEY.** A large single FLUORESCENT PINK. So striking in appearance you'll insist upon a close-up view to see what gives it such appeal. The plant grows well and is always pink with blooms.

**FLOTON'S GOLDEN CHARM.** A Tangerine Orange Single with a Spinel Pink center and Saturn Red veins. This gorgeous color arrangement would make this bloom distinctive even if its large size and petal-ruffling went unnoticed. A very strong grower. Long lasting bloom.

**FLOTON'S TEMPEST.** A NEW Double in INDIAN ORANGE. One of the most striking full Doubles ever available. So brilliant in appearance, it immediately focuses attention to itself in ANY surroundings. One of the best growing hibiscus plants known!

**McGEE'S: THE SHADOW.** 5 to 6 inch Single overlapped bloom. Irregular petals, sometimes Semi-Double. The color is Currant Red throughout. Splashed Creamy White. Bushy growth and good blooming habit.

**FLOTON'S CILE TINNEY.** Extra large, loose Double bloom. Large petals of Dawn Pink with French Rose edge, and center of Spiraea Red. Excellent growing plant, and a fine bloomer.

**McGEE'S: ZOMBIE.** A large Single bloom on a good growing shrub. Showy color of Buttercup Yellow with a large dark center. A most attractive addition to your garden.

**FLOTON'S MT. EVEREST.** A very large Creamy White Single bloom having a very dark hooked eye. Excellent Bloomer and Strong Grower. Different and Desirable.

**FLOTON'S: FLYING SAUCER.** A very desirable large Single bloom. Color is Mars Orange. Dawn Pink center, White Throat. A profuse bloomer on a strong growing bush.

**McGEE'S: EXQUISITE.** A large beautiful Double Hibiscus. The bloom is delicate Peach, shading to Amaranth Rose and has a Claret Rose Throat. Excellent blooming and growing habit makes this Hibiscus double desirable.

**FLOTON'S SENORA MARIO BOBEA:** A very showy bright bloom. Pimento Red in color with Yellow Throat. Gets sharper as the day goes

## HIBISCUS—Continued

on. This free blooming plant deserves a niche in your garden.

**FLOTON'S BERTHA BUSH.** A new large loose Double bloom. Beautiful Dawn Pink. Free Flowering and strong growing makes this Hibiscus extra welcome.

## OLDER VARIETIES

We have many of your old Hibiscus favorites not listed. Please inquire, we may have what you are looking for.

## CROTONS

Crotons reach their peak in perfection in foliage-coloring when placed in half shade, although full sun won't ordinarily prove harmful to them.

## CROTONS

**In Gallon Cans, \$1.75 Each, F.O.B. Nursery**

**CLAUDE LORRAINE.** An INDOOR Croton! Your interior decorator can confidently recommend this for use on Porches, Screened Patios or beside your Picture Windows. Its PASTEL coloring blends well with almost any good decorative scheme. Try it INSIDE your home!

**GLORIOSA.** A Sun-Worshipper and a very Fast Grower. Among its colors you'll detect the Light and Dark Greens and the dark almost VELVET Blacks of mid-summer—as well as the more subdued Browns, Tans and Brilliant Oranges and Reds of Autumn Days.

**IRENE KINGLEY.** Rave about this beauty (and you're sure to do so) and it will never let you down! OAKLEAF type foliage; all the colors of the brightest Rainbow! A breath taking tropical Show Piece wherever planted.

**MYSTERY.** Where its gorgeous coloring originated may be a mystery, but there's no uncertainty about its desirability as a Croton showpiece; a bushy, well-twiggged plant with colors in wonderful variety. Excellent winter colors.

**POLYCHROME.** Multi-colored PASTEL hues. It grows best in SHADE! Grows vigorously even in dark environments not reached by the sun's rays! Best shade Croton out.

**RED OAK.** Oakleaf type leaves of unusual size call to mind at once the beautiful Reds and



## CROTONS—Continued

Red Brown of an Autumn scene. The plant likes lots of sun, grows fast and results in a beautiful bush. Excellent for Tropics.

**STOPLIGHT.** Its amazing array of colors and the unusual length of its shapely leaves "STOP You Dead in Your Tracks" until you've feasted your eyes on this Croton! Adapts easily to sunny or shady locations.

**CHARLES RUTHERFORD.** A sun-loving plant which matures into a very fine colorful bush of variegated hues. Truly a thing of beauty and a joy to possess!

**WILLIAM CRAIG.** This popular favorite has often inspired a reference to the "Coat of Joseph" or "Joseph's Coat of Many Colors." Every lover of Crotons will find just one more space in his home, garden or patio for a William Craig.

**TIGRESS.** This very popular Croton has unusually long leaves splashed over with color spots. Its color pattern is really beyond description. May be grown indoors, or planted in full sun.

**EUGENIA.** One of the later arrivals; one of the fastest growers to appear in a long time! Large "Economy Size" leaves of Green, Pastel Pink and various shades of Yellow. Likes partial shade, but needs no coddling.

**REEDII NO. 2.** An established favorite in its own right, this croton has fine colors that range through Creamy Ivory and White to Greens, Olives, and even Purples. Grows well.

**L. M. RTUHERFORD.** Strikingly colored with a variety of attractive shades, its large broad leaves make this a definitely outstanding croton even in the most distinguished company.

**CARL BACHMAN.** This plant gives every promise of becoming a top favorite among those who know Crotons best! Colors of its big broad leaves run all the way from Greens and Yellows to Deepest Reds and BLACK.

**DR. STUART.** One of the best destined to find a prominent place in the public's favor. Has large showy leaves in the colors so much desired in strictly foliage plants. A fast grower.

**COLUMBIANA.** Extraordinary LARGE LEAVES splashed over with all the colors of a Kaleidoscope, place Columbiana at the head of the list as Show Pieces for garden or patio.

## CROTONS—Continued

**AMAZING.** This well-branched bushy croton has medium OAKLEAF shaped foliage in a most Amazing array of Colors. Splashes and splotches of Green, Yellow, Orange, Red, etc., call to mind all the various colors to be seen on a painter's palette!

**IMPROVED COMPACTE'.** Rarity, as well as beauty distinguish this improved variety from the ordinary types. Large vari-colored leaves on a very compact plant of medium size. You'll be well pleased with this one!

**ETHEL ROWE.** A fine strong grower with a very unusual cut or serration in its leaf design. No faint, wishy-washy colors; its colors are so exceptionally fine and brilliant, they place this croton in a color class by itself.

**CONFUCIUS.** A thousand words can't picture the magnificence of this Croton; It has big leaves that color up beautifully when exposed to the sun. It's a fast bushy grower that you'll like.

**DAISY ORTAGUS.** The choice of many croton-loving connoisseurs and plant collectors. Its colors are almost invariably described as "simply out of this world." Green, Orange, Red and Black.

**HARVEST MOON.** Something radically different, because it thrives in spots where sunshine is at a premium. Especially good for patio or enclosed spaces. White veining on unusually large Green leaves command the passer-by's attention.

**DREER NO. 7.** A compact rather slow-growing croton with big, broad leaves showing all the colors of fine Autumn foliage. One of the very finest ever developed, and sure to become a popular favorite.

## IXORAS

**CHOICE IXORAS?** Imported Ixoras? Rare Ixoras? We have them for you! We have IMPORTED and NAME varieties very rarely seen. If you want to be the envy of your neighbors, let them feast their eyes on your "BIER'S GLORY", "SUPER KING", "HENRY MURAT", "IXORA ROSEUM" or one of our many NEW varieties! Plant it NOW; you can boast that YOU have the newest and the very latest FIRST!

IXORAS aren't too fussy and will thrive in full sun or half shade in slightly acid soil.

**McGEE'S YELLOW CLUSTER.** A new good Yel-



## IXORAS—Continued

low Ixora. A welcome change from common Red. In Gallon cans, \$1.00 F. O. B. Nursery.

**HENRY MURAT.** A very fine heavy clustered light Pink Ixora. A profuse bloomer. Rather slow growing. Lends itself for hedging or for Sunporches and Patios. Do not confuse this very fine Pink with some loose flowering inferior types. In Gallon cans, \$1.75 F. O. B. Nursery.

**SUPER KING:** The most attractive hedge Ixora ever developed. Latest creation in large-bloom Ixoras in the most vivid RED! The Red of the future! Outstanding when used as a unique "Specimen" plant, as a hedge Ixora, or to "fence in" a sun-porch or screened patio. In Gallon cans, \$1.75 each, F. O. B. Nursery.

**BIER'S GLORY.** Imagine very large blooms of brilliant Orange Red lasting a full month or more on a splendid plant with rich, green foliage! It's the cream of the crop of many new varieties IMPORTED during the past several years. Makes excellent specimen plants. In Gallon cans, \$1.75 each, F. O. B. Nursery.

**IXORA "ROSEUM".** We are proud to add this new sensational dark Pink Ixora to our list. Rather rare, this fine blooming Ixora has dark Green heavy leaves and can be used for all-around purposes. In Gallon cans, \$2.50 each, F. O. B. Nursery.

**IXORA "ACUMINATA".** Fragrant, White Ixora. Large White cluster. Blooms several times Spring and early Summer. Fine foliage, fast grower. In Gallon cans, \$1.50 each, F. O. B. Nursery.

**IXORA "PAN CANAL".** Very showy large clusters of Darkest Red. Good bloomer and strong grower. Extra nice for specimen plants. In Gallon cans, \$1.75 F. O. B. Nursery.



# Newest and Rare

## Additional Varieties of

# HIBISCUS

Available in Limited Quantities

Prices On All Plants Are F.O.B. Nursery:

**FLOTONS: (Clarence Hall).** If you like sharp fiery colors this one will fill your bill. Has dark hypnotic eye. Strong growing and fine growing shrub.

Gallon container \$2.75

**FLOTONS: (Caprice).** A fascinating charmer. Rose pink throughout, oxblood eye. Good shrub, plenty blooms, something really nice. Gallon container \$2.75

**FLOTONS: (Coral Sea).** Grows and blooms the way you like it. A very large sunfast colored coral double bloom. It makes a fine specimen plant and a credit to your garden.

Gallon container \$2.75

**FLOTONS: (Ruffled Beauty).** A perfect beauty. Was crowned with a tri-color at the largest and best Hibiscus show at Ft. Myers, Fla. The bloom is a perfect 7" to 8" ruffled charmer. Overlapped petals are of maize color, shading to shrimp red and has a Cardinal red throat. It is a fine growing shrub and a wonderful bloomer.

Gallon container \$2.75

**FLOTONS: (Dr. Gillette).** A large single bloom. The color is bronze and has a mauve to rose-pink throat. A must for the individualist and collector. Very different, not yet introduced to the public. Fast grower and good bloomer.

Gallon container \$2.75

**FLOTONS: (Temptation).** One look and that is it. Extra large double bloom. Rare color of orchid, maroon center. Strong growing, good blooming and exotic foliage make the possession of this Hibiscus extra tempting.

Gallon container \$2.75

**BARTHLE'S: (Veronica).** Tremendous large single 8" to 9" bloom with extra heavy crest. The color is beautiful safron yellow with a pink throat. Petals are of heavy texture, strongly veined. Wonderful bloomer and extra vigorous growing bush. A real fine Hibiscus.

Gallon container \$2.75

**FLOTONS: (David Ross).** A very good overlapped ruffled bloom. The color is attractive fluorescent neyron rose with a white throat. Bloom lasts two days. Shrub is bushy with excellent foliage and is strong growing.

Gallon container \$2.75

**FLOTON'S: (Angelita).** Nature has outdone itself once more. A unique bloom of five Ochre Yellow petals towards center shading to Pastel Lavender ending in an attractive Chrysanthemum Red Throat. A long style sports a large crest of small Chrome Yellow Petals. Very free blooming on an excellent shrub.

Gallon container \$2.75

**FLOTONS: (Esquire).** Strong beautiful plant, heavily serrated leaf attracts attention at once. Double bloom of exquisite Empire Rose—adds to its beauty. Very different. No trouble growing this one.

Gallon container \$2.75

**FLOTON: (Florida Sun).** Here is an excellent large, single, ruffled, tufted fully overlapped bloom. The color is bright Butter Cup Yellow. It has an intense Blood Red Eye. The shrub is extra good and is usually aglow with gorgeous blooms.

Gallon container \$2.75



# Newest and Rare

## Additional Varieties of CROTON'S:

Available in Limited Quantities

Prices On All Plants Are F.O.B. Nursery:

**RED FEATHER.** Brand new, extra large green, yellow and heavily veined red leaves. Professionals acclaim it. You will be proud to own this one.

Gallon container \$3.75

**MARY BROOKS.** The ultimate in a fast growing beautifully many shaded Croton. Colors range from Green to Yellow, Orange, Red to Burgundy. Oversized oakleaf type leaves. No Croton fancier is satisfied without this one.

Gallon container \$2.75

**STRAWBERRY.** This beautiful Croton is in great demand. Not fast growing, but how beautiful. Large leaves of many exquisite colors make it a choice Croton.

Gallon container \$3.00

**EXOTIC.** Very aptly named. A fascinating eye-catcher. Slow growing and bushy. Large, strangely formed leaves with many colors. You can be justly proud to be the owner of such an exotic plant.

Gallon container \$3.75

**FRED SANBORNE.** Large bright colored leaves. This glamorous Croton is slow growing but extra desirable. If color interests you most, here is a top-notch.

Gallon container \$3.75

**PIRATE GOLD.** Splendid bushy growing habit. In half shade oak leaf type leaves are dark Green with dark Yellow veins. An outstanding Croton.

Gallon container \$2.75

**KENTUCKY COLONEL.** One of the rarities sometimes found in the Croton World. Kentucky Colonel has a striking color combination. Extra large leaf and Mardi Gras coloring command instant attention. A sure fire favorite.

Gallon container \$3.00

**GOLDEN QUEEN.** Crowned with top award at a top-flight show and rightly so. Strong growing with oversized multi-colored leaves. No doubt the Queen will impress you.

Gallon container \$2.75

**MARTHA FRANCIS.** Strong shrub, extra large leaves, heavy texture, bright colors make you feel you just must have this one. Something a plant lover can really appreciate.

Gallon container \$3.00

**ZANZIBAR.** A very fine growing Croton. Large beautiful, heavily veined. Colored leaves of early autumn. This Jungle Miss is very desirable.

Gallon Container \$3.00

**CARROL-ANN-CONRAD.** This lovely Miss is never to be forgotten. Extra large, many colored leaves. Plant grows good and bushy. One of the choice Crotons.

Gallon container \$2.75

**JUNGLE QUEEN.** Needs no second look to be wanting possession of this beautiful Croton. Has good looking colored leaves and is a fine shaped plant.

Gallon container \$2.75



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Additional Varieties  
Will Be Available  
May 15*

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“Know How”  
Are Your Assurance  
of  
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